

ABSTRACT

Methods and systems for assigning customers to steps in marketing campaigns. An assignment module assigns and reassigns the customers to the marketing activities. An evaluation module determines a predicted goal value of the marketing campaign for each assignment. The assignment module does not reassign a customer to a marketing activity that the customer has previously been assigned to. An execution module may execute campaign steps by performing marketing activities, and a response detection module may detect responses from the customers. The responses may be used in determining subsequent steps of the campaign. Creating sample target groups representative of the customers that are predicted to respond to a prior campaign step. The sample target group(s) may be used for predicting the outcome of subsequent campaign steps directed at the sample target group. Predicting outcomes of marketing campaigns using customer-specific response probabilities and response values.

60147045.doc